

GET ON THE RIGHT TRACK!

The Riverside Public Library's
BUSINESS SERVICES PROGRAM
CALENDAR of EVENTS
is here to help... look inside for a full schedule!



Join us for this exciting opportunity throughout the Winter and Spring Seasons...
just one of the many great business programs offered FREE to the public right now!

The **BUSINESS** of **BEING AN ARTIST** *Approaches to Success in the Creative World*

A Project of the Riverside Cultural Consortium

Ever wondered how to make a living as an artist? In this fun and informative seminar series, nationally recognized writers and artists offer valuable insights to help you advance in the creative world. The Main Library will focus on *The Business of Being a Writer*, while the Riverside Art Museum looks at *The Business of Being a Visual Artist*. The series is free, but space is limited. Please register for each session you wish to attend!

Join us for either of the **INTRODUCTORY PANELS**, exploring issues common to both writers and artists!

Business of Art 101 - Jump Start Your Art Career

This panel discussion brings together nationally-known, locally-based visual artists and writers to share both professional and personal insights into building a successful creative arts career. Moderated by **Rachel Kokosenski**, Administrative Director of the Riverside Art Museum and former artist marketing coach.

MAIN LIBRARY
Saturday, February 9
1 - 3 pm

Free registration, call
(951) 826-5212

RIVERSIDE ART MUSEUM
Tuesday, February 19
6:30 - 8:30 pm

Free registration, call
(951) 684-7111 x-307

For more information about these and other programs, visit:

SEMINAR SERIES DATES	
 The Business of Being A WRITER @ The Main Library	 The Business of Being A VISUAL ARTIST @ The Riverside Art Museum
<i>Every Saturday in March, 2 - 4 pm</i> March 1, 8, 15, 22, 29	<i>Tuesdays this Spring 6:30 - 8 pm</i> March 4, March 18, April 15, April 29
Free registration, call (951) 826-5212	Free registration, call (951) 684-7111 x-307
www.riversideca.gov/library	www.riversideartmuseum.org



Riverside Public Library
3581 Mission Inn Avenue
Riverside, California 92501

CALENDAR of EVENTS

BUSINESS SERVICES PROGRAM • WINTER - SPRING 2008

THE RIVERSIDE PUBLIC LIBRARY'S BUSINESS SERVICES PROGRAM
is here to help you run your life and business for greater success!

The public is invited **FREE** to these events,
thanks to the generosity of our sponsors:

Special Thanks to: CHARO-SBA Women's Center; Greater Riverside Hispanic Chamber of Commerce; Gresham, Savage, Nolan, Tilden, LLP; Inland Empire Small Business Development Center; Riverside Downtown Partnership; SCORE-Counselors to America's Small Business; TriTech SBDC, Riverside Community College District-MEC

Business Services Program Advisors:
Rod Balance, Richard X Gonzalez,
Betty J. Otte, Lisa Marie Platske

Jeff Lambert, Business Services Manager



BUSINESS SERVICES PROGRAM

WINTER - SPRING 2008

CALENDAR of EVENTS



THE PUBLIC IS INVITED FREE OF CHARGE!



Riverside Public Library
3581 Mission Inn Avenue • Riverside, California 92501
(951) 826-5369 • www.riversideca.gov/library

Write a business plan... conduct industry research... look for a new career...
market to potential customers... find background information on new clients
or competitors... attain valuable information at free business programs... and more!

THE RIVERSIDE PUBLIC LIBRARY'S BUSINESS SERVICES PROGRAM
is here to help you run your life and business for greater success!



Mike Rounds *Speaking January 12*

Mike is listed in the **"Who's Who In Professional Speaking"** and his skills have earned him recommendations from organizations like the Harvard School Of Business, The University of California, The National Speakers Association, The Los Angeles Public Library, hundreds of colleges and universities, and over 250 radio talk shows nationwide as one of the leading authorities in his field.

He is a patented designer, copyrighted author, and currently has over fifty books, tapes, and workbooks in open distribution. His background makes him eminently qualified to speak on a variety of themes including the Internet, marketing, intellectual property law, technological dissertations, and motivational programs for industries and associations.



Nancy Miller *Speaking January 12*

Nancy's message is one for all of us because she's a hero for the rest of us. She's an inspiring example of the power to take a tragedy and turn it into a triumph. In college, a drunk driver caused the amputation of her left leg. Within 6 days, she left the hospital and resumed her work with Circle K. Within 60 days she attended the National Convention and at 90 days returned to classes. Since the accident, she has learned to downhill ski, scuba dive, and climb mountains.

A professional entrepreneur and businesswoman, Nancy is a writer, teacher, public speaker, and a world traveler lecturing on a variety of business entrepreneurial, and motivational topics. She is the recipient of the Greater Los Angeles Chapter of The National Speakers Association Golden Microphone Award for Speaking Excellence.



Russ Cornelius *Speaking January 15*

Russ Cornelius started his marketing career in the early 70's. During the following two decades, Russ accumulated experience in developing and implementing marketing communications programs for regional and national clients in healthcare, hospitality, retail, financial services, and within various business-to-business sectors.

In 2002, Russ launched Marketing Savants, a full-service marketing agency, and steadfastly abided to a commitment to work only with clients who understood the importance of the strategic planning process as well as the role brand development plays in successful marketing programs. He is one of a dozen of licensed and Certified Brand Strategists (CBS) in the country, and working with his partner, Sally Romoser, is helping companies define their vision, navigate a course to vision-achievement and dominate their markets.



Sharon Stewart *Speaking January 23*

Sharon is a publicist. Early in her career she learned that the success of her clients depended on solid personal relationships with publishers, the press, and members of the reading public. In her capacity as a publicist, she has observed that some people make an instant positive impact while others were forgettable or even worse, annoying boors. What makes the difference between a life-long mutually beneficial relationship and a fleeting exchange of business cards lies in people skills and a touch of etiquette. Sharon's grandparents served as butler and personal assistant to some of the wealthiest American families of the 20th century, and they instilled in her the importance of etiquette and social skills.



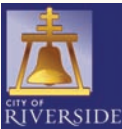
Kit MacNee *Speaking February 12*

Kit Mac Nee is a graduate of the University of Minnesota, Carlson School of Management with a B.S.B. in Finance and Management. As a single mother of three, Kit has been actively involved in Riverside as a volunteer, Board Member, and professional for almost 13 years. She spent over six years as a gift planning executive with The Community Foundation serving Riverside and San Bernardino Counties. Kit continues to be and has been a board member of numerous charities.



Scott Waddell *Speaking February 12*

Scott received a B.A. from Brigham Young University, and an M.B.A. from The UC Irvine Paul Merage School of Business. In addition, he lives in South Corona with his wife and three young children, is actively involved in the local business community, the Orange County/Inland Empire Make-A-Wish Foundation, the Boy Scouts of America, and his local church congregation.



CALENDAR of EVENTS

BUSINESS SERVICES PROGRAM • WINTER - SPRING 2008 • RIVERSIDE PUBLIC LIBRARY

PLEASE NOTE: All programs are located in the 2nd floor library auditorium. While all programs are free, registration is required. To register, call **(951) 826-5212** or visit **www.riversideca.gov/library/business.asp**

January 12 10:15 am - 1:15 pm SATURDAY

HOW TO SELL YOUR INVENTIONS FOR CASH

Speaker: **Mike Rounds**, Patented Designer & Copyrighted Author
If you want to find buyers for your inventions, this program will show you how to:

- Protect your idea with patents, trademarks, copyrights, confidentiality agreements and royalty agreements
- Evaluate your ideas
- Find potential buyers for your invention
- Offer it for sale in the safest method possible

January 12 1:30 pm - 4:30 pm SATURDAY

CLUTTEROLOGY: HOW TO ELIMINATE CLUTTER IN YOUR LIFE AND GET ORGANIZED

Speaker: **Nancy Miller**, Writer & Teacher

Tired of searching for that "lost something" or stumbling throughout your house or office? If you feel that your life is being controlled by your "stuff" then you should attend this fun-filled interactive program where you will learn:

- The difference between organized and neat
- What the true cost of your "stuff" really is
- How to be removed from junk mailing lists
- How to decide about keeping or tossing

January 15 6:00 pm - 8:00 pm TUESDAY

BRANDING: WHAT IS IT REALLY AND HOW DO I MAKE IT HAPPEN AT MY COMPANY?

Speaker: **Russ Cornelius**, Certified Brand Strategist

There is a lot of confusion among business owners on what brand really is. Well, it is so much more than a great logo, ads and brochures. It is the relationship a company establishes and maintains with its customers. And this relationship is felt during every contact the customer has with the company. Learn how brand adds value to your company, making it a more valuable asset than manufacturing equipment or office space. Discover how to develop the brand within and throughout your company's culture and most importantly, how to sustain it.

January 23 6:30 pm - 8:00 pm WEDNESDAY

NETWORKING: SCHMOOZE OR LOSE, DROP THE SALES PITCH AND GAIN NEW BUSINESS

Speaker: **Sharon Stewart**, Publicist

Networking is the single most powerful tool to promote your business and advance your career. Effective networking techniques can ensure that you meet the "right" people and expand your sphere of influence. Learn the essential etiquette tips to make you stand out in all the right ways, how to make your next networking opportunity a fun and stress free adventure, how to make yourself memorable and charming, and how to approach people with ease and confidence.

February 12 6:00 pm - 8:00 pm TUESDAY

ESTATE PLANNING AND PLANNED GIVING

Speakers: **Mary (Kit) MacNee**, Financial Advisor (Merrill Lynch)
Scott Waddell, Financial Advisor (Merrill Lynch)
Philip Savage, (Attorney, Gresham, Savage, Nolan & Tilden, LLP)

Panel discussion on estate planning and planned giving. Phil and Scott will talk about estate planning, Kit will talk about planned giving. Kit will cover: Strategies and methods of planned giving from basic to more advanced, the easiest way to get started, and a few case studies of planned giving gifts.

February 19 6:00 pm - 8:00 pm TUESDAY

ABC's OF STARTING YOUR OWN BUSINESS

Speaker: **Lizette Escobedo**, Director of **CHARO-SBA Women's Center**

Join us for a two hour introductory workshop where you will learn the first steps to planning and launching your business.

February 20 6:30 pm - 8:00 pm WEDNESDAY

EMPOWERMENT: TURNING POSSIBILITIES INTO REALITY

Speaker: **Robin Hardy**, Certified Seminar Leader

Create your own personal mission statement, identifying your dreams and goals, create a vision, and create the plan of action.

February 27 6:30 pm - 7:30 pm WEDNESDAY

MAXIMIZING YOUR INFLUENCE: UNLOCK YOUR LEADERSHIP POTENTIAL IN 3 EASY STEPS

Speaker: **Lisa Marie Platske**, President and CEO

Looking for excellence in leadership? Understand the truth about leadership, power and influence, and learn which three characteristics mark an excellent leader. Get ready to unlock your leadership potential! Participants will learn:

- The four leadership characteristics researchers have linked to great leaders
- To improve organizational performance
- How to determine their current leadership proficiency level
- To create a plan that will help pave their path to success

March 12 6:30 pm - 8:00 pm WEDNESDAY

CULTIVATE YOUR BUSINESS: INTRODUCTION TO SMALL BUSINESS RESOURCES

Speaker: **Jeff Lambert**, Business Services Manager, Riverside Public Library

Jeff Lambert will review available small business print resources and reputable websites helpful to small and home-based businesses. He will also demonstrate the new Small Business Resource Center database available through the library, which can be accessed remotely. Bring your laptop to follow along using the library's free wireless internet connection.

March 27 6:00 pm - 8:00 pm THURSDAY

MICRO LOAN: SMALL BUSINESS FINANCING

Speaker: **Lizette Escobedo**, Director of **CHARO-SBA Women's Center**

Thinking of starting your own business but don't know where to get the money to start? Come and learn what the banks require to finance and what alternative forms of financing are available.

April 4 10:00 am - 4:00 pm FRIDAY

ZING THE ZEBRA: LEARN TO SELL OR GO OUT OF BUSINESS

Speaker: **Gene Konstant**, Management & Marketing Consultant

The audience will learn how to develop a sales and marketing plan specific to their product or service, how to recruit effective marketing and sales people the first time, as well as a simple technique for triggering instant sales in a room full of people.

May 13 6:00 pm - 8:00 pm TUESDAY

FINANCIAL LITERACY: CREDIT REPAIR

Speaker: **Lizette Escobedo**, Director of **CHARO-SBA Women's Center**

Come and learn what a FICO score is, what your credit score says about you, and how to dispute discrepancies on your credit report on your own!

May 27 6:00 pm - 8:00 pm TUESDAY

ABC's OF STARTING YOUR OWN BUSINESS (in Spanish)

(See February 19 event description for information on this event.)



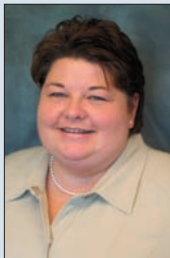
Philip Savage *Speaking February 12*

Mr. Savage's practice focuses on providing personalized estate planning, estate administration and business succession services for clients, including the planning and preparation of revocable and irrevocable trusts, and the administration of trusts and estates involving complicated estate and gift tax issues. Mr. Savage's practice also includes the preparation of special needs trusts, and advice and counsel to individuals and charitable organizations on planning and implementing charitable gifts.



Lizette Escobedo *2/19, 3/27, 5/13, 5/27*

Lizette Escobedo is the director of CHARO-SBA Women's Center. Established in 1967, CHARO Community Development Corporation is a 501(c)(3) community-based nonprofit organization. CHARO's mission is to be an economic catalyst, providing quality services and innovative programs for the economic advancement of the underserved Los Angeles Latino community. All services are provided in a bilingual/bicultural environment. Today, CHARO proudly ranks as one of the top Latino nonprofit organizations in the United States.



Robin Hardy *Speaking February 20*

Robin Hardy is a Certified Seminar Leader, Certified Action Coach and Licensed in ATAP (Accessing your Truth to Accelerate your Process), a licensing process not many coaches have pursued. She is a member of ASLA (American Seminar Leaders Association), ICF (International Coach Federation) and NAFE (National Associated of Female Executives). She is known for her motivating approach in teaching and coaching. Her passion is to empower people for a stronger and healthier future.

Robin is also the Director of the Riverside for You Network, a local affiliate of NAFE.



Lisa Marie Platske *Speaking February 27*

Lisa Marie Platske, President and CEO (Chief Enthusiasm Officer) of Upside Thinking, Inc., radiates a high-energy presence that immediately involves people and inspires them to create positive changes in their professional and personal lives.

Drawing on 15 years of leadership experience in both the public and private sectors, she uses her background in banking and Federal law enforcement and as an entrepreneur, author, and leadership coach to create unforgettable presentations and coaching sessions. Lisa Marie's book, *Designing Your Destiny*, was written for professionals who want more in their personal and professional lives – more happiness, more success, and more meaning – by helping them to develop an authentic and clear leadership vision, and increase their sphere of influence.



Jeff Lambert *Speaking March 12*

Jeff is the Business Services Manager at the Riverside Public Library. Over the past 27 years, he has been a business librarian in both the public and private sectors. He worked for Ernst & Young (accounting, tax & consulting firm) in the Los Angeles and Riverside Offices for over 17 years. He also worked as a municipal librarian for the City of Pasadena, and as a law librarian in Los Angeles. Most recently, he was the business reference librarian for the MCLS (Metropolitan Cooperative Library System) Reference Center, located in the Los Angeles Public Library.



Gene Konstant *Speaking April 4*

Gene Konstant offers coaching, consulting and training classes for business owner operators. He stopped counting at 12,000 live presentations, having produced 450 audio programs, more than 100 different business classes, 80 books and hundreds of hours of industry specific material certified for continuing education and license renewal credits all over America. Gene's raised \$500 million cash, written over 200 business plans, helped start 1,000 businesses and taught at over 40 colleges.